

U.S. Army Cadet Command Recruiting Operations Directorate

ENROLLMENT AND MISSION PLANNER (EMP)



"Leadership Excellence"



Introduction

- ✓ The Basics
- ✓ EMP Components
- ✓ PMS and ROO Feedback
- ✓ Summary of Improvements
- ✓ EMP Demonstration



The Basics

- Tool to set recruiting and retention goals to achieve the assigned mission
 - Replaces the Five-Year Plan
 - Shows how a mission set will progress over time
- Helps develop Enrollment Missions and Mission Set strategies
 - Enrollment Missions drives budget
 - Missions Set Strategies incorporated into the Battalion Marketing Action Plan



Unit Visits Report Table

Unit Visit Report Table					
	1 to 2	2 to 3	3 to 4	4 to COM	
Retention	0.07	0.15	0.72	0.38	
		32	BC Attend		
		6	BC Contracts		
	1	6	4	GG/Other Production	
	MS1	MS2	MS3	MS4 13 (9)	
2001			23	38%	
	MS 5, 6 & C			4	
				Production	
			MS4	7 (3)	
3%)		MS3	7	38%	
		10	72%		
	5				Production
				MS4	7 (3)
			MS3	9 38%	
		2	12 (2)	72%	
%)		3	15%		
				Production	
			MS4	7 (3)	
			MS3	8 38%	
2004		11 (1)	72%		
	MS1	8 (2)	15%		
	22	7%			

7: 3+4
(3):
(7*38%)

8: 2+6
(2):
(22*7%)

11:
1+(6+4)
(1):
(8*15%)

- Allows user to review unit's data as reported in Unit Visits Report and Unit Historical Report
- User does not make changes to this table
- Convention: X(Y) where
 - X = projected total cadets or production
 - Y = projected progression cadets



Adjusted History Table

Adjusted History Table				
	1 to 2	2 to 3	3 to 4	4 to COM
Retention	0.07	0.15	0.72	0.38
		32	BC Attend	
		6	BC Contracts	
1	6	4	GG/Other	Production
MS1	MS2	MS3	MS4	15 (9)
			23	38%
2001			MS 5, 6 & C	4
				Production
			MS4	7 (3)
		MS3	7	38%
2002		10	72%	MAX=14
			MS 5, 6 & C	4
				Production
			MS4	7 (3)
		MS3	9	38%
2003		MS2	12 (2)	72%
		13	15%	MAX=4
			MS 5, 6 & C	4
				Production
			MS4	7 (3)
2004			8	38%
		MS3	11 (1)	72%
		MS2	8 (2)	15%
MS1	22	7%	MS 5, 6 & C	4
				Mission
			MS4	13
2005			23	38%
		MS3	32 (22)	72%
		MS2	149 (143)	15%
MS1	1977	7%	MS 5, 6 & C	4

- Allows user to establish unit's ground truth data
- User may adjust/correct
 - Retention rates
 - Number that attended Basic Camp
 - Basic Camp contracted
 - Number of migrators
 - Lateral Entry cadets
 - Opening enrollment for respective MS class



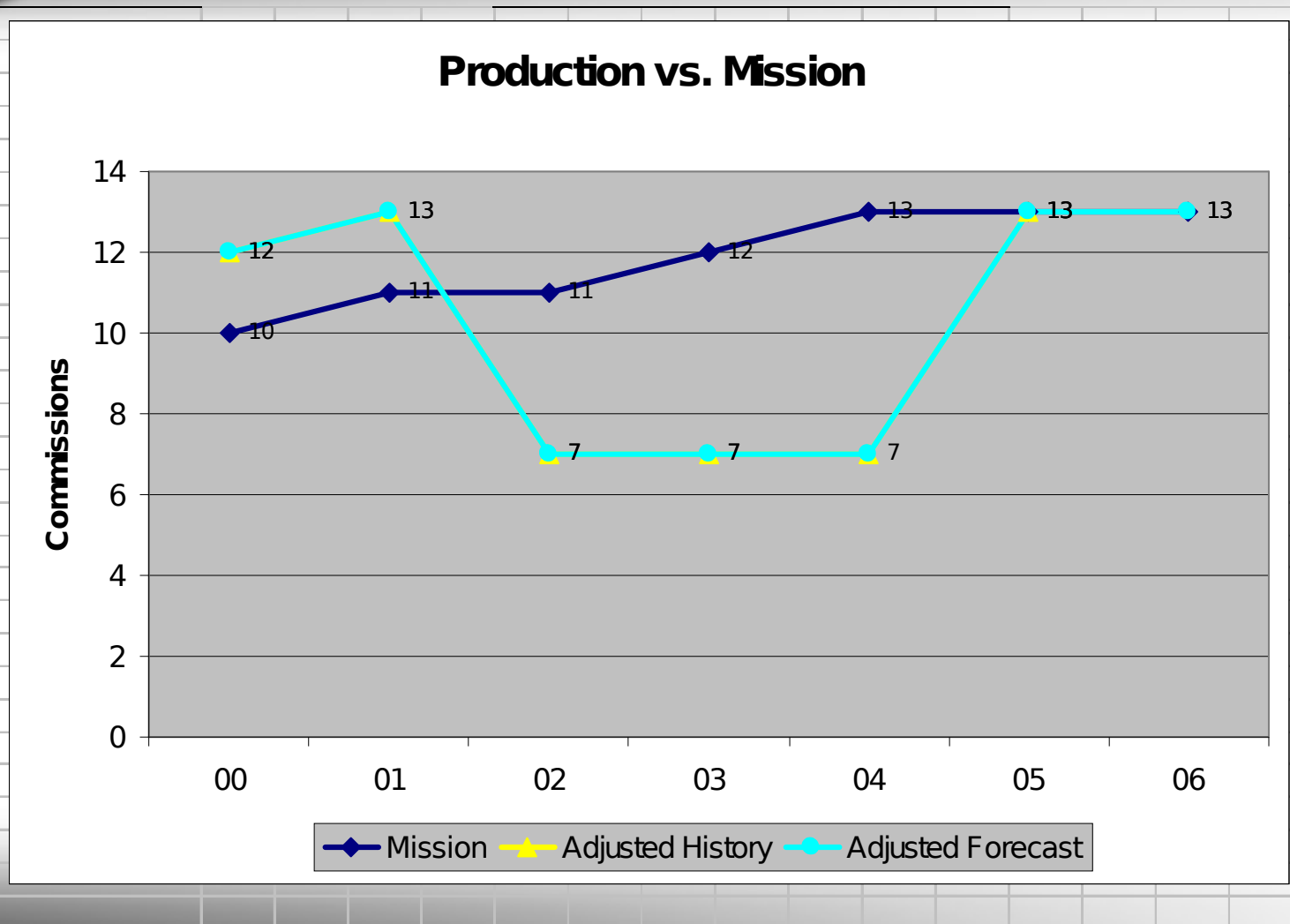
Adjusted Forecast Table

Adjusted Forecast Table				
	1 to 2	2 to 3	3 to 4	4 to COM
Retention	0.07	0.15	0.72	0.38
		32	BC Attend	
		6	BC Contracts	
1	6	4	GG/Other	Production
2002	MS1	MS2	MS3	MS4
			7	7 (3)
				38%
			MS 5, 6 & C	4
				Production
2003			MS4	7 (3)
		MS3	9	38%
		12	72%	MAX=4
			MS 5, 6 & C	4
				Production
2004			MS4	7 (3)
		MS3	8	38%
	MS2	11 (1)	72%	MAX=5
	8	15%	MS 5, 6 & C	4
				Production
2005			MS4	13 (9)
		MS3	23	38%
	MS2	32 (22)	72%	MAX=5
	MS1	149 (143)	15%	
	1977	7%	MS 5, 6 & C	4
				Production
2006			MS4	13 (9)
		MS3	23	38%
	MS2	32 (22)	72%	MAX=14
	MS1	149 (143)	15%	
	1977	7%	MS 5, 6 & C	4

- Allows user to conduct “what if” scenarios to develop mission set strategies
- User has more flexibility to wargame recruiting and retention objectives for each mission set
- User develops
 - Enrollment Missions
 - Mission Set Strategies
- Start planning for next Annual Program Review



Graph





Mission Set Strategies: 2003

- Retain 8 of 12 MS II to MS III
 - use of scholarships increases MS II to MS III retention from 30% to 67%
- Recruit 7 lateral entry cadets to MS III
 - contact with local USAR/NG units
- Send 12 to Basic Camp and contract 8 as MS III
 - Improve basic camp contract rate from 40% to 67%
 - send only students very interested in contracting, not just anyone
 - maintain mail contact with all while at basic camp, follow up contact after completion of basic camp



PMS and ROO Feedback

- Positive feedback from the field!
- Conducted EMP training
 - Three Region ROO Conferences (May)
 - ROO Courses (June and July)
 - Pre-Command Course (June)
- A simpler mission management tool to use, compared to the Five-Year Plan.



- Adjusted History Table**

James Warren Ware: Represents 1-Year MS1 to 2 retention. This retention rate is applied to Mission Sets 2004 & 2005. Retention rates are highlighted if they exceed by 10% the highest 5 or 1-year retention rate on the most recent UVR.

	1 to 2	2 to 3	3 to 4
Retention	0.33	0.00	0.00
MS1	MS2	MS3	MS4

2001

MS 5, 6 & C: 3

2002

Production: 9 (6) 56%

MS3: 6 81%

MS4: 10

MAX=5

MS 5, 6 & C: 3

2003

Production: 6 (3) 56%

MS3: 6

MS2: 9 13%

MS4: 8 (7)

James Warren Ware: Represents the total number of MS2s you had at opening enrollment (SY 00-01).

2004

MS1: 18 33%

MS2: 9 (6) 13%

MS3: 7 (7)

MS4: 7 (7)

MS 5, 6 & C: 3



EMP Demonstration